

Statistical Bulletin

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In 2024, fortune-telling service sales reached NT\$287 million, while total sales and the number of business units grew by 4.1 times and 1.6 times respectively over five years.

1. The multiple uncertainties brought about by the COVID-19 pandemic have gradually steered fortune-telling services toward "emotional support and healing". Service content has also shifted from traditional practices like Bazi (Four Pillars of Destiny) and Zi Wei Dou Shu (Purple Star Astrology) to Western occult sciences like Astrology, Tarot, and Human Design, attracting many young consumers pursuing inner growth. Additionally, the popularity of social media and video platforms has lowered entry barriers and expanded online customer bases and revenue. Consequently, the fortune-telling industry¹ has been flourishing; in 2024, there were a total of 194 businesses, with total sales NT\$287.22 million. The number of businesses and sales have shown a steady upward trend, with increases of 1.6 times and 4.1 times respectively over a five-year period. Geographically, New Taipei City, Taipei City, Taichung City, and Taoyuan City collectively account for 65% of the total business units and 84% total sales in Taiwan.

Overview of Business Units and Sales in the Fortune-Telling Industry

Unit: unit; NT\$10,000; %

Item	2019	2020	2021	2022	2023	2024	Growth vs 2019	2025 Jan.-Oct.
Total Sales	5,656	6,669	13,391	20,269	23,183	28,722	407.8	19,727
Total Business Units	75	96	132	141	169	194	158.7	222
New Taipei City	8	10	17	24	29	39	387.5	50
Taipei City	22	26	31	28	34	34	54.5	36
Taichung City	10	16	24	26	26	31	210.0	38
Taoyuan City	5	6	11	12	16	22	340.0	22
New Taipei City	75	96	132	141	169	194	158.7	222

2. Driven by fear of the unknown and a desire for reassurance, people often turn to fortune-telling services (including divination and horoscopes) to seek guidance on future prospects. According to U.S. survey data, South Africa has the highest proportion at 47% due to strong traditional culture. In Southeast Asia, India is the highest at 45%, while neighboring countries like Japan, South Korea, and Singapore are approximately 20%. France and the U.S. recorded 13% and 9%, respectively. In selected countries, the proportion of women consulting these services is 5 to 13 percentage points higher than men. This is attributed to women's greater reliance on intuition or emotional

¹ This article corresponds to the scope defined in the Standard Industrial Classification of Taxation (9th revision): the fortune-telling industry falls under subclass 9690-19, "Fortune-telling, Astrology and Numerology Services".

connection, as well as their higher inclination to seek external emotional support when facing uncertainty. When categorized by religious affiliation, Hindus have the highest participation rate at 51%. Among Buddhists, the proportion is about 30% in South Korea and Singapore, but only 16% in Japan. Proportions for Muslims and Christians are generally around 10%. Furthermore, according to a survey conducted by Academia Sinica, approximately 29.5% of Taiwan’s population believes that divination and fortune-telling can predict the future, with 36.4% among women and 24.5% among men—a gender gap similar to that observed in other countries.

Percentage of Adults in Selected Countries Consulting Fortune-Telling Services

Unit:%; percentage point

Country	Total	By Gender			By Religion					
		Female	Male	Diff(F-M)	Hindu	Buddhist	Christian	Muslim	Jewish	Unaffiliated
South Africa	47	50	44	+6	-	-	45	-	-	39
India	45	-	-	-	51	-	-	14	-	-
South Korea	20	26	13	+13	-	35	7	-	-	22
Japan	19	25	13	+12	-	16	-	-	-	20
Singapore	19	-	-	-	-	33	9	3	-	20
France	13	16	11	+5	-	-	15	-	-	11
United States	9	13	5	+8	-	-	8	12	6	11

Data Source: Ministry of Finance, Department of Statistics. “Business Units and Sales”; Pew Research Center (2025) “Believing in Spirits and Life After Death Is Common Around the World”; Academia Sinica (2015): “Survey of Public Scientific Literacy(II)”; Tao Hung-Lin (2019) “Luck of Chinese Name Strokes and Fate”.